Year and Session: 2012 Session 1

Unit convenor: Dr Yvette Blount

Prerequisites: ACCG611 or admission to MCorpGvnce

Credit points: 4

Students in this unit should read this unit guide carefully at the start of session. It contains important information about the unit. If anything in it is unclear, please consult the unit convenor.

ABOUT THIS UNIT

- This unit enables students to gain an understanding of the implications and impacts of the Web revolution based on the basic principles of management information systems. The primary objective of this unit is to understand the concept of the digital economy, the impact business pressures play on the organisation and their responses and adaptations to these pressures and the role technology plays both inside and outside the organisation in the context of globalisation. The focus is on the creation of business value by enabling business processes through the use of information and communications technologies (ICTs).

- Managing information resources, new technologies and communications has become one of, if not the most important, critical success factors in the ability of organisations to survive and stay competitive. The major role of information technology is to facilitate an organisation's ability to achieve strategic competitive advantage. This unit takes a practical, managerial approach to how ICTs can enhance an organisation's competitive position.

- Business students should understand the correlation between business and information technology, how information technology choices are linked to business strategy and how information technology is used to perform business activities effectively and efficiently.

TEACHING STAFF

- Unit Coordinator: Dr Yvette Blount
  - Room: E4A 341
  - Phone: 9850 8514
  - Email: yvette.blount@mq.edu.au
CONTACTING STAFF

Consultation times

Consultation times are 5:00pm to 6:00pm (17:00 – 18:00) prior to the lecture.

You are encouraged to seek help during regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct consultations by email. You may, however, phone staff during their consultation hours (however, the phone will only be answered if there are no students engaged in a face to face consultation).

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on Blackboard and are available next to the phones).

Email: Email is the primary means of contacting staff outside their scheduled consultations. To maintain students’ privacy and confidentiality, students should only use their Macquarie University email interface to correspond with staff. Emails emanating from other sources (e.g. hotmail or yahoo accounts) may not be responded to as we are unable to ascertain the student’s identity. Emails are often quarantined and are not sent to the staff inbox. It is also essential that you check your university email on a regular basis as this is our primary means of contacting individual students.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

There is one class per week that will consist of three (3) hours of interactive lectures and tutorials.

The timetable for classes can be found on the University web site at http://www.timetables.mq.edu.au/

PRIZES

A prize for academic excellence is awarded for ACCG822 for each session.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

The required text for this unit is:


Available from the Macquarie University Co-op Bookshop.
Two copies available in the reserve section of Macquarie University Library

**TECHNOLOGY USED AND REQUIRED**

- Internet access:
  - Library and other online resources  
    (http://www.mq.edu.au/on_campus/library/)
  - Cohesion Case: The Broadway Cafe (http://www.cohesioncase.com/)
- Office applications including Word processing software

**UNIT WEB PAGE**

- Course material is available on the learning management system (iLearn)
  - Unit webpage (http://ilearn.mq.edu.au/)
    - Note that this includes Turnitin software where students will upload assignment submissions. Each student’s assignment will be checked for its originality.

**LEARNING OUTCOMES**

The learning outcomes of this unit are:

1. Evaluate the way that information resources are managed and how these information resources contribute to organisational performance.
2. Develop solutions to the complexities involved in the web revolution as organisations become digital enterprises.
3. Apply information technology and the Web to facilitate competitiveness, effectiveness and profitability in complex and diverse organisations.
4. Develop, execute, review and make recommendations or decisions about management information systems.
5. Critically evaluate the role information technology plays both within and outside and organisation.
6. Analyse the impact of competitive pressures on an organisation’s response to rapidly changing technologies.

**GRADUATE CAPABILITIES**

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University’s graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

1 Discipline Specific Knowledge and Skills
   a) Understand how information technology enables companies to perform a variety of tasks efficiently and effectively
b) Recognise the disruptive influence of technology relating to enhanced productivity, convenience (for both customers and employees) and improved communications globally
c) Evaluate the critical nature of enterprise architecture for organisational business processes
d) Analyse the importance of the right information for decision making in organisations
e) Realize the importance of digital networks in communication of information in the form of data, graphics, video and voice
f) Understand the role of customer relationship management (CRM) applications in achieving customer loyalty and retention and an organisation’s profitability
g) Appreciate how enterprise resource planning (ERP) enables organisations to carry out business and strategic initiatives by integrating departments and functions across an organisation
h) Understand the way organisations build information systems and how the process is managed
i) Know the 21st century organisational trends and the impact of globalisation on competitiveness in the digital economy.

2 Problem Solving and Research Capability
a) Develop decision making and problem solving abilities to compete in the e-business world
b) Understand how find and apply cutting edge research in practice

3 Critical, Analytical and Integrative Thinking
a) Ability to utilise research to investigate and provide recommendations to managers on the implications of technological choices
b) Development of professional report writing skills

4 Engaged and Ethical Local and Global citizens
a) Realise the importance of all aspects of safeguarding or protecting information and data and how this relates to “trust” aspects of information
b) Understand the ethical issues surrounding information technology

**Learning and Teaching Activities**

- The unit is taught in a seminar style that includes lectures, case studies, discussion, presentations and group work.
- Students are expected to participate in all activities, read the chapter of the textbook prior to class, participate in iLearn forums and find examples of relevant issues in the media
- The week-by-week list of the topics to be covered are in the following table:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>01 March</td>
<td>Information Systems in Business Chapter 1</td>
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<td>2</td>
<td>08 March</td>
<td>Strategic Decision making Chapter 2</td>
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<td>3</td>
<td>15 March</td>
<td>e-Business Chapter 3</td>
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<td>4</td>
<td>22 March</td>
<td>Ethics and Information Security Chapter 4</td>
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<td><strong>Cohesion Case Study: The Broadway Cafe Strategy</strong></td>
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<td>5</td>
<td>29 March</td>
<td>Enterprise Architectures Chapter 5</td>
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<td>6</td>
<td>05 April</td>
<td>Databases and Data Warehouses Chapter 6</td>
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<td>7</td>
<td>26 April</td>
<td>Networks, Telecommunication and Mobile Technology Chapter 7</td>
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<td><strong>Cohesion Case Study: The Broadway Cafe Ethics</strong></td>
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<td>8</td>
<td>03 May</td>
<td>Operations Management and Supply Chain Management Chapter 8</td>
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<td>9</td>
<td>10 May</td>
<td>Customer Relationship Management and Business Intelligence Chapter 9</td>
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<td>10</td>
<td>17 May</td>
<td>Enterprise Resource Planning and Collaboration Systems Chapter 10</td>
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<td><strong>Major Research Project: Living in a Digital World</strong></td>
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<td>11</td>
<td>24 May</td>
<td>Systems Development and Project Management Chapter 11</td>
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<td>12</td>
<td>31 May</td>
<td>Globalisation, Innovation and Twenty-first Century Organisational Trends Chapter 12</td>
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<td>13</td>
<td>07 June</td>
<td>Revision</td>
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ASSESSMENTS

- The final grade will be determined after consideration of performance in all aspects of the course. Students must attempt all assessment tasks for performance to be satisfactory. The overall continuing assessment tasks must be a passing grade or better (over 50% of available marks).
- It is essential for students to pass the final examination in order to achieve a passing grade.
- Instructions for the assessment tasks are available on the unit website.
- Marking Guides that set out the criteria and the standards (assessment rubrics) are available on the unit website.
- The assignments will be returned to students within two weeks of submission with feedback. The marks will be available under the Gradebook in iLearn.
- Work that is submitted late will be penalised at the rate of 10 per cent of marks per day or part thereof.
- Extensions are only granted by the unit convenor before the assessment task is due.

RESEARCH AND PRACTICE

- This unit gives you practice in applying research findings in your assignments. All assessment tasks require students to support assertions, where students must include quality scholarly articles to support their work.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

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<thead>
<tr>
<th>Assessment Task 1</th>
<th>Assessment Task 2</th>
<th>Assessment Task 3</th>
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<tbody>
<tr>
<td><strong>Title/Name</strong></td>
<td>a) Cohesion Case</td>
<td>Major Research Project: Living in a Digital World</td>
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<td>Study: The Broadway Cafe Strategy</td>
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<td>b) Cohesion Case Study: The Broadway Cafe Ethics</td>
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<tr>
<td><strong>Description</strong></td>
<td>Case Study (two pages)</td>
<td>Research assignment (ten pages)</td>
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<td>Case Study (five pages)</td>
<td>Full details available on iLearn</td>
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<td><strong>Due date</strong></td>
<td>Week 4 (22&lt;sup&gt;nd&lt;/sup&gt; March)</td>
<td>Week 10 (17&lt;sup&gt;th&lt;/sup&gt; May)</td>
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<td>Week 7 (26&lt;sup&gt;th&lt;/sup&gt; April)</td>
<td>Examination period</td>
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<td>b) 10%</td>
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<td>Final</td>
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<td>Assessment Task 1</td>
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<td>Submission method</td>
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<td>Feedback</td>
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<td>Graduate capabilities</td>
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<td>Assessment Task 1</td>
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• Examinations

A final examination is included as an assessment task for this unit to provide assurance that:
   i) the product belongs to the student and
   ii) the student has attained the knowledge and skills tested in the exam.

A two and a half (2.5) hour final examination for this unit will be held during the University Examination period.

The University Examination period in First Half Year 2012 is from 12 June to 29 June.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

http://exams.mq.edu.au/

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University’s policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm

**ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:
• all academic work claimed as original is the work of the author making the claim
• all academic collaborations are acknowledged
• academic work is not falsified in any way
• when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

**GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


All final grades in the Department of Accounting and Corporate Governance are determined by a grading committee and are not the sole responsibility of the Unit Coordinator.

Students will be awarded one of these grades plus a Standardised Numerical Grade (SNG). The SNG is not necessarily a summation of the individual assessment components.

The final grade and SNG that are awarded reflect the corresponding grade descriptor in the Grading Policy.

In addition, there is a requirement to pass the final examination to be awarded a final grade of a Pass or a higher grade.

**GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please
refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Satisfactory progress in ACCG822 requires an attempt of all assessment tasks submitted by the due date. The overall continuing assessment tasks must be a passing grade or better (over 50% of available marks).

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Support Services. Details of these and other services for students can be accessed at http://www.student.mq.edu.au.

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when using University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved units is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.